

WHAT IS CLAIMED IS:

1. A merchandise planning and development system comprising:

a merchandise planning information notice unit for  
5 informing many and unspecified customers of merchandise  
planning and development information relating to planning  
and/or development of new merchandise through a network;

an opinion information collecting unit for collecting the  
opinion information from the customers looking up the  
10 merchandise planning information through said network; and

merchandise information notice unit for informing said  
many and unspecified customers of the merchandise information  
suited to the needs of the customers according to the opinion  
information through said network.

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2. The merchandise planning and development system  
according to claim 1, further comprising a trial product  
information notice unit for informing said many and unspecified  
customers of the trial product information suited to the needs  
20 of the customers according to the opinion information through  
said network, wherein said opinion information collecting unit  
collects the opinion information of the customers looking up  
the trial product information in addition to the merchandise  
planning information.

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3. The merchandise planning and development system according to claim 2, further comprising a trial product popularity investigation unit for investigating the popularity of each trial product corresponding to the information of the 5 plurality of trial products, in the event of presence of a plurality of the trial product information, by an electronic technique.

4. The merchandise planning and development system 10 according to claim 3, further comprising a trial product popularity investigation result notice unit for informing said many and unspecified customers of investigation results of said trial product popularity investigation unit through said network.

15 5. The merchandise planning and development system according to claim 1, wherein said opinion information collecting unit is an electronic bulletin board system.

20 6. The merchandise planning and development system according to claim 1, wherein said opinion information collecting unit is an electronic mail system.

7. The merchandise planning and development system according to claim 1, wherein said opinion information collecting unit collects the opinion information from said many and unspecified customers, on the basis of the results of  
5 electronic inquiry in order to analyze the needs.

8. The merchandise planning and development system according to claim 1 further comprises,

10 a sales booking unit for accepting sales reservation of new merchandise to be released corresponding to the merchandise information from said many and unspecified customers through said network; and

15 a selling price determining unit for determining the selling price of the new merchandise so that the price may be lower in proportion to the increase in the sales reserved quantity depending on the sales reserved quantity of the new merchandise.

9. The merchandise planning and development system  
20 according to claim 1 further comprises,

a sales booking unit for accepting sales reservation of new merchandise to be released corresponding to the merchandise information from said many and unspecified customers through said network; and

25 a selling price determining unit for determining the

selling price of the new merchandise in gradual steps so that the price may be lower on the first-come-first-served basis of the sales reservation.

5 10. The merchandise planning and development system  
according to claim 9, wherein said selling price determining  
unit once sets the discount rate so that the discount rate of  
the fixed price may be higher in gradual steps on the  
first-come-first-served basis of the sales reservation, and  
10 determines the selling price according to the discount rate.

11. The merchandise planning and development system according to claim 1 further comprises,

a sales booking unit for accepting sales reservation of  
15 new merchandise to be released corresponding to the merchandise  
information from said many and unspecified customers through  
said network; and

a selling price determining unit for determining the selling price of the new merchandise so that the price may be lower as the sales reservation is accepted earlier.

12. The merchandise planning and development system according to claim 11, wherein said selling price determining unit once sets the discount rate so that the discount rate of  
25 the fixed price may be higher in gradual steps as the sales

reservation is accepted earlier, and determines the selling price according to the discount rate.

13. The merchandise planning and development system  
5 according to claim 1 further comprises,

a sales booking unit for accepting sales reservation of new merchandise to be released corresponding to the merchandise information from said many and unspecified customers through said network; and

10 a selling price determining unit for determining the selling price of the new merchandise so that the price may be lower as the reservation sold-out time from start of acceptance of sales reservation until reaching a specified reservation quantity is shorter.

15 14. The merchandise planning and development system according to claim 13, wherein said selling price determining unit once sets the discount rate so that the discount rate of the fixed price may be higher as the reservation sold-out time 20 is shorter, and determines the selling price according to the discount rate.

15. The merchandise planning and development system according to claim 1 further comprises,  
25 a bidding price collecting unit for collecting the

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bidding prices of new merchandise to be released corresponding to the merchandise information from said many and unspecified customers; and

a selling price determining unit for investigating the  
5 distribution of bidding prices on the basis of the result of collection of said bidding price collecting unit and determining the selling price of the new merchandise on the basis of the bidding price zone of the greatest number of bids.

10 16. The merchandise planning and development system according to claim 1 further comprises,

an auction unit for auctioning new merchandise to be released corresponding to the merchandise information through said network among said many and unspecified customers; and

15 a selling price determining unit for determining the selling price of the new merchandise on the basis of the auction result by said auction unit.

17. The merchandise planning and development system  
20 according to claim 8, wherein said sales booking unit, being installed at a sales representative and accommodating sales representative clients connected to said network, transmits information about reservation to said sales representative clients through said network, while the sales representative sells the new merchandise according to the reservation

information.

18. The merchandise planning and development system according to claim 9, wherein said sales booking unit, being  
5 installed at a sales representative and accommodating sales representative clients connected to said network, transmits information about reservation to said sales representative clients through said network, while the sales representative sells the new merchandise according to the reservation  
10 information.

19. The merchandise planning and development system according to claim 11, wherein said sales booking unit, being installed at a sales representative and accommodating sales  
15 representative clients connected to said network, transmits information about reservation to said sales representative clients through said network, while the sales representative sells the new merchandise according to the reservation information.

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20. The merchandise planning and development system according to claim 13, wherein said sales booking unit, being installed at a sales representative and accommodating sales representative clients connected to said network, transmits  
25 information about reservation to said sales representative

clients through said network, while the sales representative sells the new merchandise according to the reservation information.

5 21. The merchandise planning and development system according to claim 8 further comprises,

a customized component display unit for displaying the plurality of types of customized components different in design about the components for composing the new merchandise to said many and unspecified customers through said network; and

10 a customized component selecting unit for allowing the customers to select desired customized components from the plurality of types of customized components at the time of booking,

15 wherein said sales booking unit accepts the merchandise adopting the selected customized component as new customized merchandise.

22. The merchandise planning and development system  
20 according to claim 9 further comprises,

a customized component display unit for displaying the plurality of types of customized components different in design about the components for composing the new merchandise to said many and unspecified customers through said network; and

25 a customized component selecting unit for allowing the

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customers to select desired customized components from the plurality of types of customized components at the time of booking,

wherein said sales booking unit accepts the merchandise  
5 adopting the selected customized component as new customized merchandise.

23. The merchandise planning and development system according to claim 11 further comprises,

10 a customized component display unit for displaying the plurality of types of customized components different in design about the components for composing the new merchandise to said many and unspecified customers through said network; and

15 a customized component selecting unit for allowing the customers to select desired customized components from the plurality of types of customized components at the time of booking,

wherein said sales booking unit accepts the merchandise adopting the selected customized component as new customized  
20 merchandise.

24. The merchandise planning and development system according to claim 13 further comprises,

25 a customized component display unit for displaying the plurality of types of customized components different in design

about the components for composing the new merchandise to said many and unspecified customers through said network; and

a customized component selecting unit for allowing the customers to select desired customized components from the plurality of types of customized components at the time of booking,

wherein said sales booking unit accepts the merchandise adopting the selected customized component as new customized merchandise.

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25. The merchandise planning and development system according to claim 8 further comprises,

a naming voting unit for allowing said many and unspecified customers to vote for naming of the new merchandise through said network; and

a naming notice unit for informing said many and unspecified customers of the naming determined on basis of the voting result of said naming voting unit through said network.

20 26. The merchandise planning and development system  
according to claim 9 further comprises,

a naming voting unit for allowing said many and unspecified customers to vote for naming of the new merchandise through said network: and

25 a naming notice unit for informing said many and

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unspecified customers of the naming determined on basis of the voting result of said naming voting unit through said network.

27. The merchandise planning and development system  
5 according to claim 11 further comprises,

a naming voting unit for allowing said many and unspecified customers to vote for naming of the new merchandise through said network; and

10 a naming notice unit for informing said many and unspecified customers of the naming determined on basis of the voting result of said naming voting unit through said network.

28. The merchandise planning and development system according to claim 13 further comprises,

15 a naming voting unit for allowing said many and unspecified customers to vote for naming of the new merchandise through said network; and

a naming notice unit for informing said many and unspecified customers of the naming determined on basis of the 20 voting result of said naming voting unit through said network.

29. A merchandise planning and development system comprising:

a merchandise planning information notice unit for 25 informing many and unspecified customers of merchandise

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planning and development information relating to planning and/or development of a plurality of new merchandise on the basis of one concept through a network;

an opinion information collecting unit for collecting the

5      opinion information from the customers looking up said merchandise planning information through said network; and

a merchandise information notice unit for informing said many and unspecified customers of the merchandise information relating to said plurality of new merchandise suited to the  
10     needs of the customers according to the opinion information through said network.

30.   A merchandise planning and development method comprising:

15       a merchandise planning information notice step of informing many and unspecified customers of merchandise planning and development information relating to planning and/or development of new merchandise through a network;

an opinion information collecting step of collecting the

20     opinion information from the customers looking up the merchandise planning information through said network; and

a merchandise information notice step of informing said many and unspecified customers of the merchandise information suited to the needs of the customers according to the opinion  
25     information through said network.

31. The merchandise planning and development method according to claim 30 further comprises,

a trial product information notice step of informing said many and unspecified customers of the trial product information

5 suited to the needs of the customers according to the opinion information through said network,

wherein the opinion information collecting step collects the opinion information of the customers looking up the trial product information in addition to the merchandise planning

10 information.

32. The merchandise planning and development method according to claim 31 further comprises,

a trial product popularity investigation step of investigating the popularity of each trial product corresponding to the information of the plurality of trial products, in the event of presence of a plurality of the trial product information, by an electronic technique.

20 33. The merchandise planning and development method according to claim 32 further comprises,

a trial product popularity investigation result notice step of informing said many and unspecified customers of investigation results of the trial product popularity

25 investigation step through said network.

34. The merchandise planning and development method according to claim 30 further comprises,

a sales booking step of accepting sales reservation of new merchandise to be released corresponding to the merchandise information from said many and unspecified customers through said network; and

a selling price determining step of determining the selling price of the new merchandise so that the price may be lower in proportion to the increase in the sales reserved quantity depending on the sales reserved quantity of the new merchandise.

35. The merchandise planning and development method according to claim 30 further comprises,

a sales booking step of accepting sales reservation of new merchandise to be released corresponding to the merchandise information from said many and unspecified customers through said network; and

a selling price determining step of determining the selling price of the new merchandise in gradual steps so that the price may be lower on the first-come-first-served basis of the sales reservation.

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36. The merchandise planning and development method according to claim 35, wherein the selling price determining step once sets the discount rate so that the discount rate of the fixed price may be higher in gradual steps on the 5 first-come-first-served basis of the sales reservation, and determines the selling price according to the discount rate.

37. The merchandise planning and development method according to claim 30 further comprises,

10 a sales booking step of accepting sales reservation of new merchandise to be released corresponding to the merchandise information from said many and unspecified customers through said network; and

15 a selling price determining step of determining the selling price of the new merchandise so that the price may be lower as the sales reservation is accepted earlier.

38. The merchandise planning and development method according to claim 37, wherein the selling price determining 20 step once sets the discount rate so that the discount rate of the fixed price may be higher in gradual steps as the sales reservation is accepted earlier, and determines the selling price according to the discount rate.

39. The merchandise planning and development method according to claim 30 further comprises,

a sales booking step of accepting sales reservation of new merchandise to be released corresponding to the merchandise information from said many and unspecified customers through said network; and

a selling price determining step of determining the selling price of the new merchandise so that the price may be lower as the reservation sold-out time from start of acceptance of sales reservation until reaching a specified reservation quantity is shorter.

40. The merchandise planning and development method according to claim 39, wherein the selling price determining step once sets the discount rate so that the discount rate of the fixed price may be higher as the reservation sold-out time is shorter, and determines the selling price according to the discount rate.

20 41. The merchandise planning and development method according to claim 30 further comprises,

a bidding price collecting step of collecting the bidding prices of new merchandise to be released corresponding to the merchandise information from said many and unspecified customers; and

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a selling price determining step of investigating the distribution of bidding prices on the basis of the result of collection of the bidding price collecting step, and determining the selling price of the new merchandise on the 5 basis of the bidding price zone of the greatest number of bids.

42. The merchandise planning and development method according to claim 30 further comprises,

an auction step of auctioning new merchandise to be 10 released corresponding to the merchandise information through said network among said many and unspecified customers; and

a selling price determining step of determining the selling price of the new merchandise on the basis of the auction 15 result of the auction step.

43. The merchandise planning and development method according to claim 34, wherein the sales booking step transmits information about reservation to sales representative clients provided at a sales representative through said network, while 20 the sales representative sells the new merchandise according to the reservation information.

44. The merchandise planning and development method according to claim 35, wherein the sales booking step transmits 25 information about reservation to sales representative clients

provided at a sales representative through said network, while the sales representative sells the new merchandise according to the reservation information.

5    45. The merchandise planning and development method according to claim 37, wherein the sales booking step transmits information about reservation to sales representative clients provided at a sales representative through said network, while the sales representative sells the new merchandise according  
10 to the reservation information.

46. The merchandise planning and development method according to claim 39, wherein the sales booking step transmits information about reservation to sales representative clients provided at a sales representative through said network, while the sales representative sells the new merchandise according  
15 to the reservation information.

47. The merchandise planning and development method  
20 according to claim 34 further comprises,

      a customized component display step of displaying the plurality of types of customized components different in design about the components for composing the new merchandise to said many and unspecified customers through said network; and

25       a customized component selecting step of allowing the

customers to select desired customized components from the plurality of types of customized components at the time of booking,

wherein the sales booking step accepts the merchandise  
5 adopting the selected customized component as new customized merchandise.

48. The merchandise planning and development method according to claim 35 further comprises,

10 a customized component display step of displaying the plurality of types of customized components different in design about the components for composing the new merchandise to said many and unspecified customers through said network; and

15 a customized component selecting step of allowing the customers to select desired customized components from the plurality of types of customized components at the time of booking,

wherein the sales booking step accepts the merchandise adopting the selected customized component as new customized  
20 merchandise.

49. The merchandise planning and development method according to claim 37 further comprises,

a customized component display step of displaying the  
25 plurality of types of customized components different in design

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about the components for composing the new merchandise to said many and unspecified customers through said network; and

5 a customized component selecting step of allowing the customers to select desired customized components from the plurality of types of customized components at the time of booking,

wherein the sales booking step accepts the merchandise adopting the selected customized component as new customized merchandise.

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50. The merchandise planning and development method according to claim 39 further comprises,

15 a customized component display step of displaying the plurality of types of customized components different in design about the components for composing the new merchandise to said many and unspecified customers through said network; and

20 a customized component selecting step of allowing the customers to select desired customized components from the plurality of types of customized components at the time of booking,

wherein the sales booking step accepts the merchandise adopting the selected customized component as new customized merchandise.

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51. The merchandise planning and development method according to claim 34 further comprises,

a naming voting step of allowing said many and unspecified customers to vote for naming of the new merchandise through said  
5 network; and

a naming notice step of informing said many and unspecified customers of the naming determined on basis of the voting result of the naming voting step through said network.

10 52. The merchandise planning and development method according to claim 35 further comprises,

a naming voting step of allowing said many and unspecified customers to vote for naming of the new merchandise through said network; and

15 a naming notice step of informing said many and unspecified customers of the naming determined on basis of the voting result of the naming voting step through said network.

53. The merchandise planning and development method  
20 according to claim 37 further comprises,

a naming voting step of allowing said many and unspecified customers to vote for naming of the new merchandise through said network; and

25 a naming notice step of informing said many and unspecified customers of the naming determined on basis of the

voting result of the naming voting step through said network.

54. The merchandise planning and development method according to claim 39 further comprises,

5 a naming voting step of allowing said many and unspecified customers to vote for naming of the new merchandise through said network; and

a naming notice step of informing said many and unspecified customers of the naming determined on basis of the  
10 voting result of the naming voting step through said network.

55. A merchandise planning and development method comprising:

a merchandise planning information notice step of  
15 informing many and unspecified customers of merchandise planning and development information relating to planning and/or development of a plurality of new merchandise on the basis of one concept through a network;

an opinion information collecting step of collecting the  
20 opinion information from the customers looking up the merchandise planning information through said network; and

a merchandise information notice step of informing said many and unspecified customers of the merchandise information relating to said plurality of new merchandise suited to the  
25 needs of the customers according to the opinion information

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through said network.

56. A computer readable medium for storing instructions,  
which when executed by a computer, causes the computer to  
5 perform:

a merchandise planning information notice step of  
informing many and unspecified customers of merchandise  
planning and development information relating to planning  
and/or development of new merchandise through a network;

10 an opinion information collecting step of collecting the  
opinion information from the customers looking up the  
merchandise planning information through said network; and

15 a merchandise information notice step of informing said  
many and unspecified customers of the merchandise information  
suited to the needs of the customers according to the opinion  
information through said network.

57. A computer readable medium for storing instructions,  
which when executed by a computer, causes the computer to  
20 perform:

a merchandise planning information notice step of  
informing many and unspecified customers of merchandise  
planning and development information relating to planning  
and/or development of a plurality of new merchandise on the  
25 basis of one concept through a network;

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an opinion information collecting step of collecting the opinion information from the customers looking up the merchandise planning information through said network; and

5 a merchandise information notice step of informing said many and unspecified customers of the merchandise information relating to said plurality of new merchandise suited to the needs of the customers according to the opinion information through said network.

10 58. A merchandise planning and development system comprising:

a trial product and/or merchandise information notice unit for informing many and unspecified customers of information of a plurality of trial products or merchandise through a network; and

15 a popularity investigation unit for investigating the popularity of information of said plurality of trial products or merchandise by an electronic technique.

20 59. The merchandise planning and development system according to claim 58 further comprises,

a sales booking unit for accepting sales reservation of new merchandise to be released corresponding to the merchandise information from said many and unspecified customers through 25 said network; and

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a selling price determining unit for determining the selling price of the new merchandise in gradual steps so that the price may be lower on the first-come-first-served basis of the sales reservation.

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60. The merchandise planning and development system according to claim 59, wherein said selling price determining unit once sets the discount rate so that the discount rate of the fixed price may be higher in gradual steps on the 10 first-come-first-served basis of the sales reservation, and determines the selling price according to the discount rate.

61. The merchandise planning and development system according to claim 58 further comprises,  
15 a sales booking unit for accepting sales reservation of new merchandise to be released corresponding to the merchandise information from said many and unspecified customers through said network; and

20 a selling price determining unit for determining the selling price of the new merchandise so that the price may be lower as the sales reservation is accepted earlier.

62. The merchandise planning and development system according to claim 61, wherein said selling price determining 25 unit once sets the discount rate so that the discount rate of

the fixed price may be higher in gradual steps as the sales reservation is accepted earlier, and determines the selling price according to the discount rate.

5 63. The merchandise planning and development system according to claim 58 further comprises,

a sales booking unit for accepting sales reservation of new merchandise to be released corresponding to the merchandise information from said many and unspecified customers through  
10 said network; and

a selling price determining unit for determining the selling price of the new merchandise so that the price may be lower as the reservation sold-out time from start of acceptance of sales reservation until reaching a specified reservation  
15 quantity is shorter.

64. The merchandise planning and development system according to claim 63, wherein said selling price determining unit once sets the discount rate so that the discount rate of  
20 the fixed price may be higher as the reservation sold-out time is shorter, and determines the selling price according to the discount rate.

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65. The merchandise planning and development system according to claim 59, wherein said sales booking unit informs said many and unspecified customers of profile information about the already booked subscribers.

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66. The merchandise planning and development system according to claim 61, wherein said sales booking unit informs said many and unspecified customers of profile information about the already booked subscribers.

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67. The merchandise planning and development system according to claim 63, wherein said sales booking unit informs said many and unspecified customers of profile information about the already booked subscribers.

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68. The merchandise planning and development system according to claim 59 further comprises,

a manufacture decision unit for deciding manufacture of at least the new merchandise of the greatest number of 20 reservations, after closing of the reservations, if reservations of a plurality of new merchandise are accepted by said sales booking unit.

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69. The merchandise planning and development system according to claim 61 further comprises,

a manufacture decision unit for deciding manufacture of at least the new merchandise of the greatest number of 5 reservations, after closing of the reservations, if reservations of a plurality of new merchandise are accepted by said sales booking unit.

70. The merchandise planning and development system 10 according to claim 63 further comprises,

a manufacture decision unit for deciding manufacture of at least the new merchandise of the greatest number of reservations, after closing of the reservations, if 15 reservations of a plurality of new merchandise are accepted by said sales booking unit.

71. A merchandise planning and development system comprising:

a trial product and/or merchandise information notice 20 unit for informing many and unspecified customers of information of a plurality of trial products or merchandise through a network;

a popularity investigation unit for investigating the popularity of information of said plurality of trial products 25 or merchandise by an electronic technique; and

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a popularity investigation result notice unit for informing said many and unspecified customers of investigation results of said popularity investigation unit through said network.

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72. The merchandise planning and development system according to claim 71 further comprises,

a sales booking unit for accepting sales reservation of new merchandise to be released corresponding to the merchandise information from said many and unspecified customers through said network; and

a selling price determining unit for determining the selling price of the new merchandise in gradual steps so that the price may be lower on the first-come-first-served basis of the sales reservation.

73. The merchandise planning and development system according to claim 72, wherein said selling price determining unit once sets the discount rate so that the discount rate of the fixed price may be higher in gradual steps on the first-come-first-served basis of the sales reservation, and determines the selling price according to the discount rate.

74. The merchandise planning and development system according to claim 71 further comprises,

a sales booking unit for accepting sales reservation of new merchandise to be released corresponding to the merchandise  
5 information from said many and unspecified customers through said network; and

a selling price determining unit for determining the selling price of the new merchandise so that the price may be lower as the sales reservation is accepted earlier.

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75. The merchandise planning and development system according to claim 74, wherein said selling price determining unit once sets the discount rate so that the discount rate of the fixed price may be higher in gradual steps as the sales  
15 reservation is accepted earlier, and determines the selling price according to the discount rate.

76. The merchandise planning and development system according to claim 71 further comprises,

a sales booking unit for accepting sales reservation of new merchandise to be released corresponding to the merchandise information from said many and unspecified customers through  
20 said network; and

a selling price determining unit for determining the selling price of the new merchandise so that the price may be  
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lower as the reservation sold-out time from start of acceptance of sales reservation until reaching a specified reservation quantity is shorter.

5    77. The merchandise planning and development system according to claim 76, wherein said selling price determining unit once sets the discount rate so that the discount rate of the fixed price may be higher as the reservation sold-out time is shorter, and determines the selling price according to the  
10    discount rate.

78. The merchandise planning and development system according to claim 72, wherein said sales booking unit informs said many and unspecified customers of profile information  
15    about the already booked subscribers.

79. The merchandise planning and development system according to claim 74, wherein said sales booking unit informs said many and unspecified customers of profile information  
20    about the already booked subscribers.

80. The merchandise planning and development system according to claim 76, wherein said sales booking unit informs said many and unspecified customers of profile information  
25    about the already booked subscribers.

81. The merchandise planning and development system according to claim 72 further comprises,

a manufacture decision unit for deciding manufacture of at least the new merchandise of the greatest number of  
5 reservations, after closing of the reservations, if reservations of a plurality of new merchandise are accepted by said sales booking unit.

82. The merchandise planning and development system  
10 according to claim 74 further comprises,

a manufacture decision unit for deciding manufacture of at least the new merchandise of the greatest number of reservations, after closing of the reservations, if  
15 reservations of a plurality of new merchandise are accepted by said sales booking unit.

83. The merchandise planning and development system according to claim 76 further comprises,

a manufacture decision unit for deciding manufacture of  
20 at least the new merchandise of the greatest number of reservations, after closing of the reservations, if reservations of a plurality of new merchandise are accepted by said sales booking unit.

84. A merchandise planning and development method comprising:

a trial product and/or merchandise information notice step of informing many and unspecified customers of information 5 of a plurality of trial products or merchandise through a network; and

a popularity investigation step of investigating the popularity of information of said plurality of trial products or merchandise by an electronic technique.

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85. The merchandise planning and development method according to claim 84 further comprises,

a sales booking step of accepting sales reservation of new merchandise to be released corresponding to the merchandise 15 information from said many and unspecified customers through said network; and

a selling price determining step of determining the selling price of the new merchandise in gradual steps so that the price may be lower on the first-come-first-served basis of 20 the sales reservation.

86. The merchandise planning and development method according to claim 85, wherein the selling price determining step once sets the discount rate so that the discount rate of 25 the fixed price may be higher in gradual steps on the

first-come-first-served basis of the sales reservation, and determines the selling price according to the discount rate.

87. The merchandise planning and development method  
5 according to claim 84 further comprises,

a sales booking step of accepting sales reservation of new merchandise to be released corresponding to the merchandise information from said many and unspecified customers through said network; and

10 a selling price determining step of determining the selling price of the new merchandise so that the price may be lower as the sales reservation is accepted earlier.

88. The merchandise planning and development method  
15 according to claim 87, wherein the selling price determining step once sets the discount rate so that the discount rate of the fixed price may be higher in gradual steps as the sales reservation is accepted earlier, and determines the selling price according to the discount rate.

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89. The merchandise planning and development method according to claim 84 further comprises,

a sales booking step of accepting sales reservation of new merchandise to be released corresponding to the merchandise  
25 information from said many and unspecified customers through

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said network; and

a selling price determining step of determining the selling price of the new merchandise so that the price may be lower as the reservation sold-out time from start of acceptance 5 of sales reservation until reaching a specified reservation quantity is shorter.

90. The merchandise planning and development method according to claim 89, wherein the selling price determining 10 step once sets the discount rate so that the discount rate of the fixed price may be higher as the reservation sold-out time is shorter, and determines the selling price according to the discount rate.

15 91. The merchandise planning and development method according to claim 85, wherein the sales booking step informs said many and unspecified customers of profile information about the already booked subscribers.

20 92. The merchandise planning and development method according to claim 87, wherein the sales booking step informs said many and unspecified customers of profile information about the already booked subscribers.

93. The merchandise planning and development method according to claim 89, wherein the sales booking step informs said many and unspecified customers of profile information about the already booked subscribers.

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94. The merchandise planning and development method according to claim 85 further comprises,

a manufacture decision step of deciding manufacture of at least the new merchandise of the greatest number of reservations, after closing of the reservations, if reservations of a plurality of new merchandise are accepted at the sales booking step.

95. The merchandise planning and development method according to claim 87 further comprises,

a manufacture decision step of deciding manufacture of at least the new merchandise of the greatest number of reservations, after closing of the reservations, if reservations of a plurality of new merchandise are accepted at the sales booking step.

96. The merchandise planning and development method according to claim 89 further comprises,

a manufacture decision step of deciding manufacture of at least the new merchandise of the greatest number of

reservations, after closing of the reservations, if reservations of a plurality of new merchandise are accepted at the sales booking step.

5 97. A merchandise planning and development method comprising:

a trial product and/or merchandise information notice step of informing many and unspecified customers of information of a plurality of trial products or merchandise through a  
10 network;

a popularity investigation step of investigating the popularity of information of said plurality of trial products or merchandise by an electronic technique; and

a popularity investigation result notice step of  
15 informing said many and unspecified customers of investigation results of the popularity investigation step through said network.

98. The merchandise planning and development method  
20 according to claim 97 further comprises,

a sales booking step of accepting sales reservation of new merchandise to be released corresponding to the merchandise information from said many and unspecified customers through said network; and

25 a selling price determining step of determining the

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selling price of the new merchandise in gradual steps so that the price may be lower on the first-come-first-served basis of the sales reservation.

5 99. The merchandise planning and development method according to claim 98, wherein the selling price determining step once sets the discount rate so that the discount rate of the fixed price may be higher in gradual steps on the first-come-first-served basis of the sales reservation, and  
10 determines the selling price according to the discount rate.

100. The merchandise planning and development method according to claim 97 further comprises,

15 a sales booking step of accepting sales reservation of new merchandise to be released corresponding to the merchandise information from said many and unspecified customers through said network; and

20 a selling price determining step of determining the selling price of the new merchandise so that the price may be lower as the sales reservation is accepted earlier.

101. The merchandise planning and development method according to claim 100, wherein the selling price determining step once sets the discount rate so that the discount rate of  
25 the fixed price may be higher in gradual steps as the sales

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reservation is accepted earlier, and determines the selling price according to the discount rate.

102. The merchandise planning and development method  
5 according to claim 97 further comprises,

a sales booking step of accepting sales reservation of new merchandise to be released corresponding to the merchandise information from said many and unspecified customers through said network; and

10 a selling price determining step of determining the selling price of the new merchandise so that the price may be lower as the reservation sold-out time from start of acceptance of sales reservation until reaching a specified reservation quantity is shorter.

15  
103. The merchandise planning and development method according to claim 102, wherein the selling price determining step once sets the discount rate so that the discount rate of the fixed price may be higher as the reservation sold-out time  
20 is shorter, and determines the selling price according to the discount rate.

104. The merchandise planning and development method according to claim 98, wherein the sales booking step informs  
25 said many and unspecified customers of profile information

about the already booked subscribers.

105. The merchandise planning and development method according to claim 100, wherein the sales booking step informs  
5 said many and unspecified customers of profile information about the already booked subscribers.

106. The merchandise planning and development method according to claim 102, wherein the sales booking step informs  
10 said many and unspecified customers of profile information about the already booked subscribers.

107. The merchandise planning and development method according to claim 98 further comprises,

15 a manufacture decision step of deciding manufacture of at least the new merchandise of the greatest number of reservations, after closing of the reservations, if reservations of a plurality of new merchandise are accepted at the sales booking step.

20

108. The merchandise planning and development method according to claim 100 further comprises,

25 a manufacture decision step of deciding manufacture of at least the new merchandise of the greatest number of reservations, after closing of the reservations, if

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reservations of a plurality of new merchandise are accepted at the sales booking step.

109. The merchandise planning and development method  
5 according to claim 102 further comprises,

a manufacture decision step of deciding manufacture of at least the new merchandise of the greatest number of reservations, after closing of the reservations, if reservations of a plurality of new merchandise are accepted at 10 the sales booking step.

110. A computer readable medium for storing instructions, which when executed by a computer, causes the computer to perform:

15 a trial product and/or merchandise information notice step of informing many and unspecified customers of information of a plurality of trial products or merchandise through a network; and

20 a popularity investigation step of investigating the popularity of information of said plurality of trial products or merchandise by an electronic technique.

111. A computer readable medium for storing instructions, which when executed by a computer, causes the computer to 25 perform:

a trial product and/or merchandise information notice step of informing many and unspecified customers of information of a plurality of trial products or merchandise through a network;

5           a popularity investigation step of investigating the popularity of information of said plurality of trial products or merchandise by an electronic technique; and

10          a popularity investigation result notice step of informing said many and unspecified customers of investigation results of the popularity investigation step through said network.